09/635805 Date: 4/12/07

---

Connecting via Winsock to Dialog


Logging in to Dialog

Trying 31060000009998...Open

DIALOG INFORMATION SERVICES
PLEASE LOGON:
********
ENTER PASSWORD:
********
Welcome to DIALOG

Dialog level 05.17.01D

Last logoff: 02apr07 13:50:06
Logon file405 12apr07 17:14:25
         *** ANNOUNCEMENTS ***
              ***
NEW FILES RELEASED
***BIOSIS Previews Archive (File 552)
***BIOSIS Previews 1969-2007 (File 525)
***Engineering Index Backfile (File 988)
***Trademarkscan - South Korea (File 655)

RESUMED UPDATING
***File 141, Reader's Guide Abstracts
              ***
RELOADS COMPLETED
***File 5, BIOSIS Previews - archival data added
***Files 340, 341 & 942, CLAIMS/U.S. Patents - 2006 reload now online
              ***
DATABASES REMOVED

Chemical Structure Searching now available in Prous Science Drug
Data Report (F452), Prous Science Drugs of the Future (F453),
IMS R&D Focus (F445/955), Pharmaprojects (F128/928), Beilstein
Facts (F390), Derwent Chemistry Resource (F355) and Index Chemicus
(File 302).
              ***
>>>For the latest news about Dialog products, services, content<<<
>>>and events, please visit What's New from Dialog at <<<
>>>http://www.dialog.com/whatsnew/. You can find news about<<<

>>>a specific database by entering HELP NEWS <file number>.<<<
>>>PROFILE is in a suspended state.
>>>Contact Dialog Customer Services to re-activate it.
* * *
SYSTEM:HOME
Cost is in DialUnits
Menu System II: D2 version 1.8.0 term=ASCII
                *** DIALOG HOMEBASE(SM) Main Menu ***

Information:
  1. Announcements (new files, reloads, etc.)
  2. Database, Rates, & Command Descriptions
  3. Help in Choosing Databases for Your Topic
  4. Customer Services (telephone assistance, training, seminars, etc.)
  5. Product Descriptions

Connections:
  6. DIALOG(R) Document Delivery
  7. Data Star(R)

  (c) 2003 Dialog, a Thomson business.     All rights reserved.

  /H = Help        /L = Logoff       /NOMENU = Command Mode


Enter an option number to view information or to connect to an online
service. Enter a BEGIN command plus a file number to search a database
(e.g., B1 for ERIC).
? b 410

     12apr07 17:14:25 User242899 Session D603.1
         $0.00   0.253 DialUnits FileHomeBase
     $0.00  Estimated cost FileHomeBase
     $0.00  Estimated cost this search
     $0.00  Estimated total session cost  0.253 DialUnits

File 410:Dialog Comm.-of-Interest Newsletters 2007 /Feb
     (c) 2007 Dialog

  Set  Items  Description
  ---  -----  -----------
? set hi %%%;set hi %%%
HILIGHT set on as "
HILIGHT set on as "
? b 15, 9, 810, 275, 476, 610, 275, 476, 624, 636, 621, 613, 813, 16, 160, 634, 148, 20,
77, 35, 583, 65, 2, 233, 474, 475, 99, 348,349,347

```
>>>      77 does not exist
>>>      233 does not exist
>>>2 of the specified files are not available
     12apr07 17:16:00 User242899 Session D603.2
        $0.00   0.115 DialUnits File410
   $0.00 Estimated cost File410
   $0.53 TELNET
   $0.53 Estimated cost this search
   $0.53 Estimated total session cost   0.368 DialUnits
```

SYSTEM:OS - DIALOG OneSearch
 File  15:ABI/Inform(R) 1971-2007/Apr 12
        (c) 2007 ProQuest Info&Learning
 File  9:Business & Industry(R) Jul/1994-2007/Apr 11
        (c) 2007  The Gale Group
 File 810:Business Wire 1986-1999/Feb 28
        (c) 1999 Business Wire
 File 275:Gale Group Computer DB(TM) 1983-2007/Apr 11
        (c) 2007 The Gale Group
 File 476:Financial Times Fulltext 1982-2007/Apr 12
        (c) 2007 Financial Times Ltd
 File 610:Business Wire 1999-2007/Apr 12
        (c) 2007 Business Wire.
*File 610: File 610 now contains data from 3/99 forward.
Archive data (1986-2/99) is available in File 810.
 File 624:McGraw-Hill Publications 1985-2007/Apr 12
        (c) 2007 McGraw-Hill Co. Inc
*File 624: Homeland Security & Defense and 9 Platt energy journals added
Please see HELP NEWS624 for more
 File 636:Gale Group Newsletter DB(TM) 1987-2007/Apr 11
        (c) 2007 The Gale Group
 File 621:Gale Group New Prod.Annou.(R) 1985-2007/Apr 11
        (c) 2007 The Gale Group
 File 613:PR Newswire 1999-2007/Apr 08
        (c) 2007 PR Newswire Association Inc
*File 613: File 613 now contains data from 5/99 forward.
Archive data (1987-4/99) is available in File 813.
 File 813:PR Newswire 1987-1999/Apr 30
        (c) 1999 PR Newswire Association Inc
 File  16:Gale Group PROMT(R) 1990-2007/Apr 11
        (c) 2007 The Gale Group
 File 160:Gale Group PROMT(R) 1972-1989
        (c) 1999 The Gale Group
 File 634:San Jose Mercury  Jun 1985-2007/Apr 11
        (c) 2007 San Jose Mercury News
 File 148:Gale Group Trade & Industry DB 1976-2007/Apr 11

File  20:Dialog Global Reporter 1997-2007/Apr 12
File  35:Dissertation Abs Online 1861-2007/Mar
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
*File 583: This file is no longer updating as of 12-13-2002.
File  65:Inside Conferences 1993-2007/Apr 12
File   2:INSPEC 1898-2007/Apr W1
File 474:New York Times Abs 1969-2007/Apr 12
File 475:Wall Street Journal Abs 1973-2007/Apr 12
File  99:Wilson Appl. Sci & Tech Abs 1983-2007/Mar
File 348:EUROPEAN PATENTS 1978-2007/ 200715
*File 348: For important information about IPCR/8 and forthcoming
changes to the IC= index, see HELP NEWSIPCR.
File 349:PCT FULLTEXT 1979-2007/UB=20070405UT=20070329
*File 349: For important information about IPCR/8 and forthcoming
changes to the IC= index, see HELP NEWSIPCR.
File 347:JAPIO Dec 1976-2006/Dec(Updated 070403)

Set  Items  Description
---  -----  -----------
? s ((web (1w) page) (10n) (advertis?????? ?  or promot????? ?)) (20n) (auxiliary or
append??? ? or attach???? ? or enclos???? ?) (4n) file
Processing
Processed  10 of  26 files ...
Processing
Processed  20 of  26 files ...
Processing
Completed processing all files
        13825783  WEB
        3946274  PAGE
        5658665  ADVERTIS?????? ?
        8485436  PROMOT????? ?
         455408  AUXILIARY
         689991  APPEND??? ?
        2580130  ATTACH???? ?

```
      622566  ENCLOS???? ?
      2654655  FILE
S1      6  ((WEB (1W) PAGE) (10N) (ADVERTIS?????? ?  OR PROMOT?????
           ?)) (20N) (AUXILIARY OR APPEND??? ? OR ATTACH???? ? OR
           ENCLOS???? ?) (4N) FILE
?
PLEASE ENTER A COMMAND OR BE LOGGED OFF IN 5 MINUTES
?
? ds

Set   Items   Description
S1      6  ((WEB (1W) PAGE) (10N) (ADVERTIS?????? ?  OR PROMOT????? ?-
           )) (20N) (AUXILIARY OR APPEND??? ? OR ATTACH???? ? OR ENCLOS?-
           ??? ?) (4N) FILE
? t s1/7,k/1-6

 1/7,K/1    (Item 1 from file: 16)
DIALOG(R)File  16:Gale Group PROMT(R)
```

13328312   Supplier Number: 148554486  (THIS IS THE FULLTEXT)
News Briefs.(Microsoft Corp. found vulnerabilities in PowerPoint 2000, 2002
   and 2003)(Oracle Corp. introducing various software patches)(IBM
   contracts with CVS Corp.)
Network World, p10
July 24, 2006
TEXT:
 Microsoft last week warned about a virus that could exploit a
vulnerability in its PowerPoint presentation software.
      The virus is carried out when a user launches a PowerPoint
attachment to an e-mail or opens a file provided by an
attacker.
      Hackers could lure users to a Web page that offers
content or advertisements containing a file that exploits the
PowerPoint
      software, Microsoft said. The vulnerability applies to PowerPoint
2000, 2002 and 2003. Once the user triggers the corrupt
      PowerPoint file, the virus installs a keystroke logging system to
capture everything typed on the machine. It also leaves
      the machine open to having a hacker install other malicious
programs. Microsoft said it was completing development of a security
      update to fix the vulnerability and was on schedule to release the
patch by Aug. 8.
      A federal judge last week denied motions by the U.S. government and
AT&T to stop a lawsuit over alleged participation by the
      carrier in an illegal wiretapping program by the National Security

Agency. Judge Vaughn Walker of the U.S. District Court
for the Northern District of California denied the government's
motion for dismissal of the case or summary judgment on the
basis that the case involved state secrets. He also denied AT&T's
motion to have the case dismissed. The civil liberties group
Electronic Frontier Foundation sued AT&T in January on behalf of the
carrier's customers, alleging it diverts traffic from
its fiber-optic lines to the NSA as part of an illegal antiterrorist
surveillance program. The suit, one of several in the
works, followed press reports last year about major carriers
providing data for broad domestic spying initiatives. The case
still could be halted. In his decision, Judge Walker allowed the
parties to make an instant appeal to a higher court, a move
that could lead to all or part of the case being stayed.

A consortium consisting of researchers from Japan and Europe is
using balloons, airships and unmanned solar-powered planes
to relay wireless and optical communications in a project called
Capanina. The three-year project, led by the University of
York in England, is designed to bring low-cost broadband connections
to remote areas and possibly to high-speed trains. Disaster
management is another possible application. The researchers boast
that the technology could provide data rates 100 times faster
than asymmetric DSL.

Hackers are striking databases in record numbers, trying to pilfer a
rich trove of personal and financial data. Managed security
provider SecureWorks says it is detecting as many as 8,000 attacks
per day on databases owned by its clients, up from an average
of 100 to 200 attacks per day in the first three months of this
year. The statistics come from data on its 1,300 clients,
including financial institutions and utilities, most of which are in
the United States. SecureWorks has detected hackers working
from computers in Russia, China, Brazil, Hungary and Korea. They are
using a method known as a SQL injection attack, the company
says. Visa and MasterCard are rewriting security rules for merchants
that accept credit card payments to better guard against
attacks, such as SQL injection.

Oracle has issued 65 fixes for a wide range of software products as
part of its quarterly security release, called the Critical
Patch Update. The patches address problems in the company's
database, application server and e-business suite products, among
others, according to Oracle. Some of the patches are also designed
for client software that works with Oracle's databases.

More information on the patches can be found at www.nwdocfinder.
com/4448. Oracle's next Critical Patch Update is scheduled
for Oct. 17.

IBM last week won a 10-year contract to handle the human-resources

department of drugstore chain CVS. Financial terms of the
    deal were not disclosed, but it is thought to be worth several
hundred million dollars. IBM will take over payroll processing,
    benefit administration, employee intranet portals and other
functions for CVS, whose workforce has grown to 170,000 through
    acquisitions in the past couple years. Big Blue said the CVS
contract is one of its biggest such outsourcing contracts in
    recent years and its largest in the retail industry.

    The virus is carried out when a user launches a PowerPoint
attachment to an e-mail or opens a file provided by an
attacker.
    Hackers could lure users to a Web page that offers
content or advertisements containing a file that exploits the
PowerPoint
    software, Microsoft said. The vulnerability applies to PowerPoint
2000, 2002 and...


 1/7,K/2    (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT

01463895    **Image available**
MULTI-SITE MESSAGE SHARING
PARTAGE DE MESSAGES MULTI-SITES
Patent Applicant/Assignee:
  PEROGO INC, 3 Bow Street, Cambridge, MA 02138, US, US (Residence), US
    (Nationality), (For all designated states except: US)
 Patent Applicant/Inventor:
  STEIN Jeremy S, 3289 Havel Drive, Beachwood, OH 44122, US, US (Residence)
    , US (Nationality),
  BONHAM Mark D, 96 Straws Point Road, Rye, NH 03870, US, US (Residence),
    US (Nationality),
  ALEXANDER Daniel, 38 Vermont Street, West Roxbury, MA 02132, US, US
    (Residence), US (Nationality),
  PETTINELLI Eugene E, 110 Prides Crossing Road, Sudbury, MA 01776, US, US
    (Residence), US (Nationality),
Legal Representative:
  DEUTSCH Stephen B et al (agent), Foley Hoag LLP, PATENT GROUP, Seaport
    World Trade Center West, 155 Seaport Blvd., Boston, MA 02210-2600, US
Patent and Priority Information (Country, Number, Date):
  Patent:        WO 200709006 A2 20070118 (WO 0709006)
  Application:      WO 2006US27112 20060713 (PCT/WO US2006027112)

Priority Application: US 2005698664 20050713
Designated States:
(All protection types applied unless otherwise stated - for applications
2004+)
   AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ
DE DK DM
   DZ EC EE EG ES FI GB GD GE GH GM HN HR HU ID IL IN IS JP KE KG KM KN
KP
   KR KZ LA LC LK LR LS LT LU LV LY MA MD MG MK MN MW MX MZ NA NG
NI NO NZ
   OM PG PH PL PT RO RS RU SC SD SE SG SK SL SM SY TJ TM TN TR TT TZ UA
UG
   US UZ VC VN ZA ZM ZW
   (EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IS IT LT LU LV MC
NL
   PL PT RO SE SI SK TR
   (OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG
   (AP) BW GH GM KE LS MW MZ NA SD SL SZ TZ UG ZM ZW
   (EA) AM AZ BY KG KZ MD RU TJ TM


International Patent Class (v8 + Attributes)
IPC + Level Value Position Status Version Action Source Office:
   G06Q-0030/00   A I F B 20060101      H US
Publication Language: English
Filing Language: English
Fulltext Word Count: 7738

English Abstract
   A computer application is used for the serving and creation of
   user-annotated web pages, which may include associated advertisements, to
   client devices. The user is able to submit comments to one or more web
   servers wherein the web server or servers appends the submitted comment
   or comments and updates them for use and display on one or more web pages
   at one or more client devices. The comments are also distributed for
   viewing or listening, potential annotation, and update by other users
   viewing the same or related annotations across multiple websites.
   Annotated advertisements are an embodiment of the invention.


French Abstract
   Selon l'invention, une application informatique est utilisee pour
   desservir et creer, au niveau de dispositifs clients, des pages Web
   annotees par un utilisateur qui peuvent comprendre des publicites
   associees. L'utilisateur est capable de soumettre des commentaires a au
   moins un serveur Web, ledit serveur ou lesdits serveurs adjoignant le ou
   les commentaires soumis et les mettant a jour en vue de leur utilisation
   et de leur affichage sur au moins une page Web au niveau d'au moins un
   dispositif client. Les commentaires sont, egalement, distribues pour la

visualisation ou le listage, l'annotation possible et la mise a jour par
d'autres utilisateurs visualisant les annotations associees ou identiques
sur plusieurs sites Web. Des publicites annotees sont decrites dans un
mode de realisation de l'invention.

Legal Status (Type, Date, Text)
Publication  20070118 A2 Without international search report and to be
               republished upon receipt of that report.

Claim
CLAIMS

What is claimed is: 1. A method of distributing Web content to a
plurality of users, comprising a) maintaining a Web page on an
annotatable server, b) in response to a request from a first user
transmitted from a first user client device to the annotatable server
through a Web server, making the Web page available for viewing by the
said first user on the said first user client device, c) in response to
input received from the said first user, adding a user comment pro-vided
by the said first user to the Web page, d) in response to a request from
a second user transmitted from a second user client device to the
annotatable server through a Web server, making the Web page includ-ing
the user comment provided by the first user available for viewing by the
second user on the said second user client device, and e) making the Web
page including at least one user comment available for viewing by
subsequent users in response to requests from said subsequent users, and
adding at least one further user comment provided by at least one
subsequent user to the Web page in response to at least one input
received from at least one of said subse-quent users.

2. The method of claim 1, wherein each comment provided by a user is
filtered prior to being added to the advertisement.

3. The method of claim 1, wherein at least one user is notified upon at
least one further user comment being added to the Web page.

4. The method of claim 1, wherein a user registers prior to providing a
user comment.

5. The method of claim 1, wherein a user registers prior to viewing user
comments.

6. The method of claim 1, wherein user comments are organized into
categories.

7. The method of claim 1, wherein user comments are ranked.

8. The method of claim 1, wherein at least one user comment may only be viewed by users on a list of approved users associated with the said user comment.

9. The method of claim 8, wherein the list of approved users associated with a user s comment is provided by the user who provided the said user comment.

10. The method of claim 1, wherein at least one subsequent user may provide a user comment related to content of a prior user comment.

11. The method of claim 1, wherein a user may select at least one rule to determine which user comments are viewable by the said user.

12. The method of claim 1, wherein at least one of the user client devices is a personal computer.

13. The method of claim 1, wherein at least one of the user client devices is a mobile device.

14. The method of claim 1, wherein at least one of the user client devices is a device configured for the user to engage in a game.
15. The method of claim 1, wherein at least one of the user client devices is a device configured for the user to send and receive instant messages.

16. The method of claim 1, wherein at least one user edits content of the Web page.

17. The method of claim 16, wherein the content edited is a user comment.

18. The method of claim 17, wherein the user who provided the said user comment may reject the edit to the said user conmient.

19. The method of claim 1, wherein each user comment is of a type selected from a group comprising audio, video, image and text.

20. The method of claim 1, wherein the user comments are organized in a thread.

21. A system for distributing Web content to a plurality of users, comprising-15-a) an annotatable server configured to maintain a Web page, make the Web page available for viewing in response to a request from at least one user received from a client device through a Web server, and add a user comment to the Web page in re-sponse to input received from

the said at least one user, b) at least one client device configured to transmit user requests for Web pages, permit user viewing of Web pages, and transmit input comprising user comments related to the content of a Web page viewed, and c) at least one Web server configured to transmit a request from at least one client device to the amotatable server for a Web page.

22, The system of claim 21, wherein at least one of the client devices is a personal com-puter.

23. The system of claim 21, wherein at least one of the client devices is a mobile device.

24. The system of claim 21, wherein at least one of the client devices is configured for the user to engage in a game.

is 25. The system of claim 21, wherein at least one of the client devices is configured for the user to send and receive instant messages.

26. A method of distributing Web content to a plurality of users, comprising a) maintaining an advertisement on an ad server, b) in response to a first input from a first user transmitted from a first user client de-vice, making the advertisement available for viewing by the said first user on the said first user client device, wherein the advertisement is viewed in association with a Web page maintained on a content server, c) in response to a second input from the said first user, adding a user comment pro-vided by the said first user to the advertisement maintained on the ad server, d) in response to an input from a second user transmitted from a second user client device, making the advertisement including the user comment provided by the first user available for viewing by the second user on the said second user client device, wherein the advertisement is viewed in association with a Web page maintained on a content server, and e) making the advertisement including at least one user comment available for view-ing in association with at least one Web page by subsequent users in response to in-put from said subsequent users, and adding at least one further user comment pro-vided by at least one subsequent user to the advertisement in response to at least one input received from at least one of said subsequent users.

27. The method of claim 26, wherein at least one comment provided by a user is filtered io prior to being added to the advertisement.
28. The method of claim 27, wherein the filtering of a comment is based upon the con-tent of the said comment.

29. The method of claim 27, wherein the filtering of a comment is based

upon the iden-tity of the user providing the said comment.

30. The method of claim 26, wherein at least one user is notified upon at least one fur-ther user comment being added to the advertisement.

31. The method of claim 26, wherein a user must register prior to providing a user comment.

32. The method of claim 26, wherein a user must register prior to viewing user corn-ments.

33. The method of claim 26, wherein user comments are organized into categories.

34. The method of claim 26, wherein user comments are ranked.

35. The method of claim 26, wherein at least one user comment may only be viewed by users on a list of approved users associated with the said user comment.

36. The method of claim 35, wherein the list of approved users associated with a user comment is provided by the user who provided the said user comment.

-17-37. The method of claim 26, wherein at least one subsequent user may provide a user comment related to content of a prior user comment.

38. The method of claim 26, wherein a user may select at least one rule to determine which user comments are viewable by the said user.

39. The method of claim 26, wherein at least one of the user client devices is a personal computer.

40. The method of claim 26, wherein at least one of the user client devices is a mobile device.

41. The method of claim 26, wherein at least one of the user client devices is a device io configured for the user to engage in a game.

42. The method of claim 26, wherein at least one of the user client devices is a device configured for the user to send and receive instant messages.

43. The method of claim 26, wherein at least one user edits content of the advertise-ment.

44. The method of claim 43, wherein the content edited is a user comment.

45. The method of claim 44, wherein the user who provided the said user comment may reject the edit to the said user comment.

46. The method of claim 26, wherein each user comment is of a type selected from a group comprising audio, video, image and text.

47. The method of claim 26, wherein the user comments are organized in a thread.

48. The method of claim 26, wherein the user comments are identified when viewed by one or more pieces of information selected from a group comprising date, time, user name, and user address.
49. The method of claim 26, wherein the advertisement is made available for viewing in association with a plurality of Web pages.

-18-50. The method of claim 49, wherein each user comment is made available for viewing on each Web page with which the advertisement is associated.

51. The method of claim 49, wherein each user comment is made available for viewing only on the Web page which the user who provided the said cormnent was viewing when providing the said comment.

52. The method of claim 26, wherein the advertisement available for viewing by a user may be updated to make available user comments added to the advertisement since the advertisement was previously made available to the user.

53. The method of claim 52, wherein the advertisement available for viewing by the user may be updated in response to a user comment being added to the advertise-ment.

54. The method of claim 26, wherein a client side application resident on the client de-vice: a) presents the Web page for viewing by the user, b) requests the advertisement for viewing by the user in association with the Web page, c) presents the advertisement for viewing by the user in association with the Web page, e) in response to user input, determines that the user is authorized to add comments to the advertisement, and f) forwards the user comments to the ad server.

55. The method of claim 26, wherein the content server forwards the Web page to the client device.

56. The method of claim 55, wherein the ad server forwards the advertisement to the client device.

57. The method of claim 55, wherein the content server forwards the advertisement to the client device.

58. The method of claim 26, wherein the ad server distributes the advertisement to the content server.

s 59. The method of claim 26, wherein the ad server distributes the advertisement to the client device.

60. The method of claim 26, wherein the Web page viewed by the second user is the same as the Web page viewed by the first user.

61. The method of claim 26, wherein the Web page viewed by the second user is differ-ent from the Web page viewed by the first user.

62. The method of claim 61, wherein the Web page viewed by the second user is main-tained on the same content server as the Web page viewed by the first user.

63. The method of claim 61, wherein the Web page viewed by the second user is main-tained on a different content server from the Web page viewed by the first user.

is 64. A system for distributing Web content to a plurality of users, comprising a) at least one content server configured to maintain a Web page, and make the Web page available for viewing in response to a request from at least one user received from a client device, b) an ad server configured to maintain an advertisement, make the advertisement available for viewing in response to a request from at least one user received from a client device, and add a user comment to the advertisement in response to input re-ceived from the said at least one user, which user comment is related to content of advertisement, and e) at least one client device configured to transmit user requests for Web pages, permit user viewing of Web pages and advertisements, and transmit input compris-ing user comments.

-20-65. The system of claim 64, wherein at least one of the client devices is a personal com-puter.

66. The system of claim 64, wherein at least one of the client devices is a mobile device.

67. The system of claim 64, wherein at least one of the client devices is

configured for the user to engage in a game.

68. The system of claim 64, wherein at least one of the client devices is configured for the user to send and receive instant messages.

69. The system of claim 64, wherein a client side application is resident on the client device, and a) presents the Web page for viewing by the user, b) requests the advertisement for viewing by the user in association with the Web page, c) presents the advertisement for viewing by the user in association with the Web page, is d) in response to user input, determines that the user is authorized to add comments to the advertisement, and e) forwards the user comments to the ad server.

70. The system of claim 64, wherein the content server forwards the Web page to the client device.

71. The system of claim 70, wherein the ad server forwards the advertisement to the cli-ent device.

72. The system of claim 70, wherein the content server forwards the advertisement to the client device.

73. The system of claim 64, wherein the ad server distributes the advertisement to the content server.

74. The system of claim 64, wherein the ad server distributes the advertisement to the client device.

75. A method for creating an annotated web page, the method comprising: a) submitting, from a client device, at least one user comment to an annotatable server; b) appending, at the annotatable server, the at least one user comment to the anno-tated content; and c) updating the annotated comment on one or more client devices.
76. The method of claim 75 wherein the at least one user comment is submitted through the web page.

77. The method of claim 75 wherein the at least one user comment is subjected to a fil-tering process.

78. A system for use in an environment including a client device and an annotatable server, said system comprising: is a) at least one comment submitted by a user using a client device; b) means for receiving submitted comments by an annotatable server; c) means for appending submitted comments to annotated content; d) means for updating said annotated content on one or more client devices; e) means for formatting said annotated content for a specific client device type; and f) means

for distributing said annotated content.

79. The system of claim 78 wherein the at least one user comment is subjected to a fil-tering process.

80. A method for creating an annotated advertisement, the method comprising:-22-a) submitting at least one user comment from a client device to an ad server; b) appending, at the ad server, the at least one user comment to the advertisement; and c) updating the advertisement in the client device.

81. The method of claim 80 wherein the at least one user coniment is submitted through the annotated advertisement.

82. The method of claim 80 wherein the at least one user comment is subjected to one or more filtering processes.

83. A system for use in an environment including a client device and an ad server, said system comprising: a) at least one comment submitted by a user, from an advertisement on a client de-vice; b) means for receiving submitted comments by an ad server; c) means for appending submitted comments to the advertisement; d) means for updating said advertisement one or more client devices; e) means for formatting said annotated content for a specific client device type; and f) means for distributing said advertisement.

84. The system of claim 83 wherein the at least one user comment is subjected to a fil-tering process.

85. A method as in claim 83 in which an email is sent to an electing user when a new comment is appended.
86. A method as in claim 83 in which a comment is a change to the advertisement.

87. A method as in claim 86 whereby the change is indicated by a change in the proper-ties of the display of the comment.

-23-88. A method as in claim 83 in which an electing user is informed when user comments change based on a pre-defined set of rules.

89. A method as in claim 83 in which the comments are tagged by category.

90. A method as in claim 83 in which the user can share the content of the annotated s advertisement with a list of other users.

91. A method as in claim 83 in which the user can invite others to contribute to the ad.

92. A method as in claim 83 in which the user can provide comments on the comments.

93. A method as in claim 92 in which the comments can be ranked.
94. The system of claim 78 in which the user can click and add the annotated adver-tisement to a web page 95. The system of claim 78 in which the comments are threaded.

96. A method as in claims 83 in which the user can select the rules to determine what content is displayed to the user.

-24

Fulltext Availability:
  Detailed Description

Detailed Description
... comment is in the form of video, audio, or pictures, a way to upload the file or call in can s be made available.

[0044] The annotated advertisement and/or annotated web page are not limited to append-ages; rather they can be in wiki format where a user may edit the content...

1/7,K/3    (Item 2 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2007 WIPO/Thomson. All rts. reserv.

01047468   **Image available**
VERSATILE VIDEO PLAYER
LECTEUR VIDEO POLYVALENT
Patent Applicant/Assignee:
  VVV INC, Suite 130, 14850 Montfort Drive, Dallas, TX 76254, US, US
   (Residence), US (Nationality), (For all designated states except: US)
Patent Applicant/Inventor:
  BOGDA Peter B, 5717 Prestwick Lane, Dallas, TX 75252, US, US (Residence),
   US (Nationality), (Designated only for: US)
  BRAGIN Aleksey, Pesteria Street 6, 102, Moscow, 127490, RU, RU
   (Residence), RU (Nationality), (Designated only for: US)
  GRAHAM Oliver G, 5912 Sea Breeze Lane, Ft. Worth, TX 76135, US, US
   (Residence), US (Nationality), (Designated only for: US)
  SHELOKOV Alexis P, 3308 Greenbriar, Dallas, TX 75225, US, US (Residence),

English Abstract
  The invention includes a versatile video player application, system (FIG.
  3) and method for playing video files stored on a removable CD. The
  invention permits a user computer to play video files even though the
  user computer may not have a specified video enhancer or video renderer
  installed in its operating system or even though the specified video
  enhancer or video renderer is improperly installed. As it does not
  require installation of files into the user computer operating system,
  the video player does not require IT intervention in local networks where
  the user's operating activities are restricted, thus posing no compromise
  of security on the users system nor the network the system resides on.

French Abstract
  L'invention concerne une application de lecteur video polyvalent, un
  systeme (fig. 3) et un procede de lecture de fichiers video memorises sur
  un CD amovible. L'invention permet a un ordinateur utilisateur de lire
  des fichiers video meme si l'ordinateur utilisateur n'est pas dote d'un

module d'amelioration ou d'un modeliseur de video dans son systeme d'exploitation ou meme si le module d'amelioration ou le modeliseur de video specifie est mal installe. Comme le lecteur video ne necessite pas l'installation de fichiers dans le systeme d'exploitation de l'ordinateur utilisateur, il n'est pas necessaire de faire intervenir des informaticiens dans des reseaux locaux ou les activites d'exploitation de l'utilisateur sont limitees, ce qui a pour avantage de ne pas affecter la securite du systeme utilisateur ou du reseau sur lequel le systeme reside.

Claim
  1 A compact disc comprising:
a video player application comprising a video decoder routine, an audio decoder routine, a graphical user interface routine and a video performance optimization routine; one or more video player application extensions that include video and audio rendering interface functions; and
one or more video files.

2 The compact disc of claim I further comprising an autorun routine that initializes the 0 video player application after loading of the compact disc into a user computer.
3 The compact disc of claim 1, wherein the video performance optimization routine comprises functions to analyze the hardware, software and settings of the user computer into which the compact disc is installed.

4 The compact disc of claim 3, wherein the video performance optimization routine 5 determines the presence or absence of a predefined video enhancer application extension in the OS of a user computer into which the compact disc is loaded.

5 The compact disc of claim 1, wherein the one or more video player application extensions comprises a first video player application extension for use when a predefined video enhancer is present in the OS of a user computer into which the compact disc is loaded and a second video player application extension for use when the predefined video enhancer is absent from the OS of a user computer into which the

compact disc is loaded.

6 The compact disc of claim 5, wherein the first video player application extension references a DirectDraw component of the DirectX8 API and references a GDI video renderer, and the second video player application extension references a GDI video renderer.

7 The compact disc of claim I further comprising one or more target content files.

8 The compact disc of claim 7, wherein the graphical user interface routine comprise a function to create, in a graphical user interface, one or more active buttons corresponding to the one or more target content files when the video player program is running on a user computer.

9 The compact disc of claim 1, wherein the video player application is adapted to run on a computer operating under a Windows@ operating system environment. IO. The compact disc of claim 1, wherein the video player application is adapted to run on a computer operating under ail Apple@ operating system environment. 1 1. The compact disc of claim 1, wherein the video player application is adapted to run on a computer operating under a Unix@ operating system environment.

12 The compact disc of claim 1, wherein the video player program is written in C++
programming language.
13 The compact disc of claim 1, wherein at least one of the one or more video player application extensions comprises an import request for an always-present video
renderer application extension.

14 The compact disc of claim 13, wherein the video player application comprises import requests for one or more other always-present application extensions in the operating
system of a user computer into which the compact disc is loaded.

15 The compact disc of claim 14, wherein the one or more video player application
extensions comprises:
a) a first video player application extension that comprise an import request for a video enhancer application extension and a video renderer application extension; b) a second video player application extension that comprises an import request for a
video renderer application extension.

16 The compact disc of claim 15, wherein the first and second video
player application extensions each further comprises an import request
for an audio renderer application
extension.

17 The compact disc of claim 15, wherein the first video player
application extension further comprises an import request for an audio
enhancer application extension.

18 A compact disc adapted to being played in a computer operating under
the Windows@
operating system environment, the compact disc comprising:
a) a video player application comprising a video decoder routine, an
audio decoder routine, a graphical user interface routine, and a video
performance optimization
routine;
b) an optional first DLL file comprising import requests for the
DDRAWDLL,
DDRAWEX.DLL or DDRAW16.DLL file and the DSOUND.DLL or
DSOLTND3D.DLL file of the DirectX API, MSACM32.DLL file and for the
GD132.DLL file of the Windows@ operating system;
c) a second DLL file comprising import requests for the GDI32.DLL file of
the
Windows@ operating system; and
d) one or more video files;
e) wherein the first and second DLL files comprise video rendering
related functions.

19 The compact disc of claim 18 ffirther comprising one or more target
content files.

20 The compact disc of claim 19, wherein the graphical user interface
routine comprise functions to create, in a graphical user interface, at
least one button corresponding to
the one or more tarcret content files.

21 The compact disc of claim 18, wherein the first DLL file is present.

22 The compact disc of claim 21, wherein each of the first and second DLL
files fin-ther comprises at least one import request for one or more
always-present DLL files in the
Windows@ operating system.

23 The compact disc of claim 22, wherein the at least one import request
for one or more
always-present DLL files comprises import requests for the WINMM.DLL,

KERNEL32.DLL, and USER32.DLL files or equivalents thereof.
24 The compact disc of claim 22, wherein the compact disc further
comprises an autorun routine that initializes the video player
application when the compact disc is loaded
into a user computer.

25 The compact disc of claim 22, wherein the video decoder routine uses a
video resource
selected from the group consisting of MPEG-I, MPEG-2 and MPEG

26 The compact disc of claim 22, wherein the audio decoder routine uses
an audio
resource selected from the group consisting of MP3 and ACM.

27 The compact disc of claim 18, wherein the video player application
comprises a
routine to determine if target content files are located in the disc.

28 The compact disc of claim 18, wherein the video player application
comprises a
routine that determines whether or not the DDRAW.DLL, DDRAWEX.DLL or
DDRAW 1 6.DLL file is present in the operating system of a user computer
into which
the compact disc is loaded.

29 The compact disc of claim 28, wherein the video player application
comprises a
routine that determines whether or not the DSOLND.DLL, MSACM32.DLL or
DSOLJND3D.DLL file is present in the operating system of a user computer
into
which the compact disc is loaded.

30 The compact disc of claim 29 further comprising audio data. 3 1. The
compact disc of claim 23 further comprising one or more target content
files and an autorun routine.

32 A video player system comprising:
a) a compact disc comprising a video player application, at least one
video player application extension that provides video rendering
interface related functions accessible by the video player application
when running, and at least one video file to be played, wherein the video
player application comprises a video decoder routine, audio decoder
routine and graphical user interface routine, and at least one of the
video player application extensions is adapted to draw upon a predefined
video renderer application extension in the operating system of a user
computer

into which the compact disc is loaded; and
b) a user computer comprising an operating system, video adapter, display
monitor, and optional audio adapter, wherein the operating system
comprises a predefined video renderer application extension accessible to
the at least one video player
application extension;
c) wherein the video player application operates without requiring
installation of any
files into the operating system of the user computer.

33 The video player system of claim 32, wherein the user computer
optionally comprises a predefined video enhancer application extension,
and the at least one video player application extension comprises a first
video player application extension for use when a first predefined video
enhancer application extension is present in the OS of the user computer,
and a second predefined video player application extension for use when
the first predefined video enhancer application is absent from the OS of
the user computer.

34 The video player system of claim 33, wherein the first predefined
video enhancer application extension is the DirectDrawe application
extension and the predefined
video renderer application extension is the GDI application extension.

35 The video player system of claim 33, wherein each of the first and
second video player application extensions comprises import requests for
always-present application extensions in the operating system of the user
computer.

36 The video player system of claim 33, wherein the video player
application comprises a routine that determines whether or not the first
predefined video enhancer is present in
the operating system of the user computer.

37 The video player system of claini 32, wherein the video player
application further
comprises a video performance optimization routine.

38 The video player system of claim '32, wherein the operating system of
the user computer further comprises at least one audio renderer
application extension.

39 The video player system of claim 32, wherein the compact disc further
comprises an autorun routine that initializes the video player
application when the compact disc is
loaded into the user computer.

40 The video player system of claim 32, wherein the video decoder routine uses a video
resource selected from the group consisting of MPEG-I, MPEG-2 and MPEG

41 The video player system of claim 32, wherein the audio decoder routine uses an audio
resource selected from the group consisting of MP3 and ACM.

42 The video player system of claim 32, wherein the video player application further comprises a routine that determines whether or not the predefined video renderer application extension is present in the operating system of the user computer.

43 The video player system of claim 42, wherein the video player application further comprises a routine that determines whether or not a predefined video enhancer application extension is present in the operating system of the user computer
44 The video player system of claim 43, wherein the video player application further comprises a routine to determine if target content files are located in the disc.

45 The video player system of claim 32, wherein the compact disc further comprises audio data.

46 The video player system of claim 32, wherein the compact disc further comprises
target content files.

47 The video player system of claim 46, wherein the GUI routine comprises functions to create one or more buttons or active links associated with the target content files.

48 The video player system of claim 35, wherein the video player application further comprises a video performance optimization routine, and the operating system of the user computer further comprises an audio renderer application extension and a video enhancer application extension.

49 The video player system of claim 48, wherein the compact disc further comprises one
or more target content files.

50 A method of playing one or more video files on a compact disc, the method comprising the steps ofa) a user computer running a video player application obtained from a compact disc containing video files to be

played, wherein the video player application is not
installed in the operating system of the hard disk of the user computer;
b) the video player application determining the optimum video performance
parameters for playing the video file(s) by analyzing a portion of the
content of the compact disc, by analyzing the some of the hardware,
software and settings of a user computer into which the compact disc has
been installed (loaded), and optionally by deten-nining the presence or
absence of a predefined video enhancer
application extension in the operating system of the user computer;
c) initializing a predefined always-present video renderer application
extension present in the operating system of the user computer, and, if
present, initializing
the predefined video enhancer application extension;
d) initializing a video player application extension obtained from the
compact disc and initializing other predefined always-present application
extensions obtained
from the operating system of the user computer, wherein the video player
application extension from the compact disc is adapted for use with the
predefined video renderer application extension that is initialized and
optionally adapted for use with the predefined video enhancer application
extension, if present; e) initializing a video decoder routine from the
video player application, and optionally initializing an audio decoder
routine from the video player application
or from the operating system of the user computer;
f) defining and creating a graphical user interface, wherein definition
of the GUI
depends upon the determined optimum video performance parameters; and
g) reading and playing one or more video files obtained from the compact
disc
comprising the video player application.

51 The method of claim 50 further comprising the step of initializing the
video player application by way of an autorun routine.

52 The method of claim 50, wherein the step of determining the optimum
video performance parameters comprises the step of setting the color
resolution of the
display monitor to a determined setting.
53 The method of claim 50, wherein the step of defining and creating a
graphical user interface comprises the steps of. creating a framework for
a GUI according to information obtained from the registry entries in the
operating system of the user computer; optionally, searching for one or
more target content files on the CD and creating one or more GUI buttons
associated with said target content files, if present;
and displaying a GUL

54 The method of claim 50, wherein the step of reading and playing one or more video files comprises the steps of. selecting a video file to be played; reading the video file into memory; optionally determining whether or not audio data is associated with the video file; establishing a process thread for the video thread function if there is no audio data associated with the video file or establishing a process thread for the 1 5 video/audio thread function if there is associated audio data; initiating the play cycle of the video file and optionally of the audio data, if present; displaying the video file frames and optionally in synchronization outputting the corresponding audio data segments, if present; ending the play cycle of the video file; and optionally determining whether or not another video file has been selected for playing.

55 The method of claim 54 further comprising the step of repeatedly playing the video file and associated audio data, if present.

56 The method of claim 50 further comprising the step of determining whether or not the user has activated forward or reverse commands, and if so, seeking the selected video keyframe position and selected audio segment, if any.

57 The method of claim 50 further comprising the step of terminating the video player application if no additional video file is to be played.

58 The method of claim 50 further comprising the step of determining whether or not the user has activated the stop, back-to-start or pause commands.

59 The method of claim 52, wherein
a) the step of deterinining the optimum video performance parameters comprises the step of setting the color resolution of the display monitor to a determined setting; b) the step of defining and creating a graphical user interface comprises the steps of. creating a framework for a GUI according to information obtained from the registry entries in the operating system of the user computer; optionally, searching for one or more target content files on the CD and creating one or more GUI buttons associated with said target content files, if present; and displaying a GUI;
and
c) the step of reading and playing one or more video files comprises the steps ofselecting a video file to be played; reading the video file into memory; optionally determining whether or not audio data is associated with the video file; establishing a process thread for the video thread function if there is

no audio data associated with the video file or establishing a process thread for the video/audio thread function if there is associated audio data; initiating the play cycle of the video file and optionally of the audio data, if present; displaying the video file frames and optionally in synchronization outputting the corresponding audio data segments, if present; ending the play cycle of the video file; and optionally determining whether or not another video file has been selected for playing.

60 The method of claim 59, wherein the predefined video enhancer application extension is present in the OS of the computer, and the video file has audio data associated with
it.

61 The method of claim 59, wherein one or more target content files are present.

62 The method of claim 59 ftirther comprising the step of initializing the video player
application by way of an autorun routine.

63 A hard or soft-back publication comprising a compact disc according to claim 1, 2, 5,
7-15@ 18-1% 21-24, 28 or 29.

64 A packaging or shipping article comprising a compact disc according to claim 1, 2, 5, 7-15@ 18-1% 21-24, 28 or 29.

Fulltext Availability:
  Detailed Description

Detailed Description
  ... different applications such as being.
    *Inserted in a catalog or containing a catalog in HTML file format
    or containing an HTML file that contains an active link addressing
    a web page containing a
    catalog;
    *Used as a direct mail advertising piece or being attached to
    or packaged with a
    direct mail advertising piece; or
    e Included in a publication...

00958094   **Image available**
DISTRIBUTION OF DIGITAL CONTENT
DISTRIBUTION DE CONTENU NUMERIQUE

Patent Applicant/Inventor:
  LOH Jin Feei, 2 Jalan Manggis, Taman Teh Teng Seng, 31400 Ipoh, Perak, MY
    , MY (Residence), MY (Nationality)
  LOH Seong Feei, Block 4, Toh Tuck Road, #03-07 Rainbow Garden, Singapore
    596678, SG, SG (Residence), MY (Nationality)
Legal Representative:
  KHATTAR WONG & PARTNERS (agent), 80 Raffles Place, #25-01 Uob Plaza 1,
    Singapore048624, SG,

English Abstract
  Advertisements are distributed by embedding them in a computer program
  and e-mailing the program to a user. When the program is run, it requests
  consent from the user to send a copy of itself to the user's contracts,
  such as those found in the user's local address book. On receiving
  consent, the program automatically mails itself to those contacts
  directly or via a remote server. The process is repeated at the contacts,
  allowing the advertisements to spread efficiently while maintaining the
  legitimacy that arises from each user's consent.

French Abstract

L'invention concerne des publicites distribuees par integration de celles-ci dans un programme informatique et par envoi du programme par courrier electronique a un utilisateur. Lorsque le programme est execute, il demande l'accord de l'utilisateur pour envoyer une copie de programme aux contacts de l'utilisateur, par exemple ceux trouves dans le repertoire local de l'utilisateur. A la reception de l'accord, le programme envoie par courrier electronique ladite copie de programme auxdits contacts directement ou via un serveur a distance. Le procede se repete au niveau des contacts, permettant aux publicites de se diffuser efficacement tout en maintenant la legitimite de l'accord de chaque utilisateur.

Legal Status (Type, Date, Text)
Publication  20021114 A2 Without international search report and to be
        republished upon receipt of that report.
Examination  20030327 Request for preliminary examination prior to end of
        19th month from priority date
Search Rpt   20040408 Late publication of international search report
Republication 20040408 A3 With international search report.


Claim
  1 A method of distributing digital content via an electronic mail system, the content being associated with an executable program received by a first recipient,
  the method comprising the steps of:
  requesting consent from the first recipient to make the program available to
  a second recipient; and
  in the event that consent is given, making the program available to the second recipient.

  2 A method according to claim 1, wherein the step of making the program available comprises sending a copy of the program from the first recipient to the second recipient via the electronic mail system.

  3 A method according to claim 1, wherein the step of making the program available comprises sending a link to a location from which the program is available from the first recipient to the second recipient via the electronic mail system.

  4 A method according to claim 3, wherein the link comprises a website ty
  address. 5 . A method according to claim 1, including sending information identifying the program from the first recipient to a remote computer, from where it is made available to the second recipient. 2o 6. A method according to 'claim 5, wherein the step of making the program available

comprises sending a copy of the program from the remote computer to the second recipient via the electronic mail system.

7 A method according to claim 5, wherein the step of making the program available comprises sending a link to a location from which the program is available from the remote computer to the second recipient via the electronic mail system.
. A method according to claim 6 or 7, including the step of sending information identifying the first recipient from the remote computer to the second recipient.

9 A method according to any one of the preceding claims, wherein the step of requesting consent is performed by the program during its execution.

10 A method according to any one of the preceding claims, comprising amending the functionality of the program in dependence on the outcome of the request for consent.

11 A method according to claim 10, comprising reducing the functionality of lo the program in the event that consent to making the program available is refused. !12., : A method according to any one of the preceding claims, wherein the di i al
git
content is embedded in the executable program.

13 A method according to any one of claims 1 to 12, wherein the program includes a link to the digital content.

14 A method according to claim 13, wherein the link comprises a website address.

15 A method according to any one of the preceding claims, including displaying the digital content to the user on execution of the program.

16 A method according to any one of the preceding claims, including identifying the second recipient from contact details held by the first recipient.

17 A method according to claim 16, comprising retrieving the contact details by scanning an address book stored by the first recipient. S. A method according to claim 16, comprising retrieving the contact details by scanninor for valid e-mail addresses.
19 A method according to any one of claims I to 15, including requesting the first recipient to provide contact details for the second recipient to identify the second recipient.

20 A method according to any one of the preceding claims, wherein the second recipient comprises a plurality of recipients.

21 A method according to any one of the preceding claims, further comprising rewarding the first recipient for providing contact addresses for the second io recipient.

22 A method according to claim 21, comprising rewarding the first recipient in dependence on the validity of the provided contact addresses.

23 - A method according to any one of the preceding claims, further comprising measuring the distribution of the digital content. i5 24. A method according to claim 23, comprising notifying a third recipient on execution of the program.

25 A method according to claim 23 or 24, further comprising notifying a third recipient that a message relating to the availability of the program has been sent to
the second recipient,
2o 26. A method according to any one of claims 23 to 25, further comprising recording access to a web page initiated from the program.

27 A method according to any one of the preceding claims, wherein the digital content comprises advertising content.
. A method of advertisement distribution via an electronic mail system, comprising delivering an executable program to a first recipient, the program including data relating to the advertisement, requesting consent from the first recipient to make the program available to a second recipient, and in the event that consent is given, making the &ogram available to the second recipient by electronic mail.

29 A method according to claim 28, wherein the data relating to the advertisement comprises the advertisement.

30 A computer program associated with digital content to be distributed via an io electronic mail system, comprising means for requesting consent from a current user of the program to make the program available to at least one further user via an electronic mail system, and in the event consent is given, making the program available to said at least bne further user.

31 A computer program according to claim 30 on a carrier medium.

32 A system for distributing digital content via an electronic mail system, the content being associated with an executable program received

by a first recipient at a client computer, the program being configured
to request consent from the first recipient to make the program available
to a second recipient and in the event that consent is received, to send
contact information for the second recipient and information identifying
the program to a remote server, the remote server being configured to
make the program avaflable to the second recipient.

33 A system according to claim 32, wherein the server is configured to
obtain the latest version of the program in response to the information
identifying the program.

Fulltext Availability:
Detailed Description

Detailed Description
... found is embedded in the program. For example, the reference is a link
to a web page.

The advertisement software comprising a program with its embedded
advertisement or reference, is then included as an attachment
in an e-mail message, for example as an executable EXE file.,'and
sent to the first recipient (step s2). The majority of email clients are
MIME...

1/7,K/5     (Item 4 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT

00794325    **Image available**
ADVERTISING METHOD USING A DOWNLOAD WINDOW
PROCEDE D'ANNONCE PUBLICITAIRE UTILISANT UNE FENETRE DE
TELECHARGEMENT
Patent Applicant/Inventor:
 KIM Ho-Hyun, B01-ho, 28/4, 102-281, Hwagokbon-dong, Kangseo-gu, Seoul
   157-019, KR, KR (Residence), KR (Nationality)
Legal Representative:
 NAM Sang-Sun (agent), The Korea Chamber of Commerce & Industry Building
   #45, 4-ga, 8th Floor, Namdaemoon-ro, Jung-gu, Seoul 100-094, KR,
Patent and Priority Information (Country, Number, Date):
 Patent:         WO 200127824 A1 20010419 (WO 0127824)
 Application:     WO 2000KR1136 20001011  (PCT/WO KR0001136)
 Priority Application: KR 9943731 19991011; KR 200032134 20000612
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK
DM DZ EE
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC LK LR LS LT
LU
LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL
TJ TM TR
TT TZ UA UG US UZ VN YU ZA ZW
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW
(EA) AM AZ BY KG KZ MD RU TJ TM
Main International Patent Class (v7): G06F-017/60
Publication Language: English
Filing Language: Korean
Fulltext Word Count: 6113

English Abstract
An advertising method using a download window based on a web server is
disclosed. In the advertising method, a web page from a web server is
transmitted to a user computer when the user accesses a web site. The web
server discriminates whether an application program which displays an
advertisement in a download window is at the user's web browser when the
user demands transmission of a file to download. Advertisement which is
demanded to be downloaded in download window is displayed when the
application program is at the user's web browser. According to the
advertising method, when a file that the user demands in a web server
downloads, efficiency of an advertisement is improved since the
advertisement is displayed in a download window of the user computer or
is overlapped by a converted download window.
French Abstract
Cette invention se rapporte a un procede d'annonce publicitaire utilisant
une fenetre de telechargement basee sur un serveur Web. Dans ce procede
d'annonce publicitaire, une page Web provenant d'un serveur Web est
transmise a un ordinateur d'utilisateur, lorsque l'utilisateur accede a
un site Web. Le serveur Web determine si un programme d'application qui
affiche une annonce publicitaire dans une fenetre de telechargement se
trouve dans le navigateur Web de l'utilisateur, lorsque l'utilisateur
demande la transmission d'un fichier a telecharger. L'annonce
publicitaire dont le telechargement est demande dans la fenetre de
telechargement est affichee, lorsque le programme d'application se trouve
dans le navigateur Web de l'utilisateur. Selon ce procede d'annonce
publicitaire, lors du telechargement d'un fichier demande par
l'utilisateur dans un serveur Web, l'efficacite de l'annonce publicitaire
est amelioree, des lors que celle-ci est affichee dans une fenetre de
telechargement de l'ordinateur de l'utilisateur ou des lors qu'elle est
recouverte par une fenetre de telechargement convertie.

Claim

1 An advertising method using a download window
comprises the steps of :
a) transmitting a web page to a user computer by a web
server in response to a web site access of the user computer;
b) discriminating whether a plug-in program is present in
the user computer by the web server in response to
transmission requirement of a downloadable file from the user
computer, the plug-in program displaying an advertisement
received by a web browser of the user computer on a download
window of the web browser; and
c) downloading the advertisement and downloadable file to
the user computer by the web server so that the advertisement
is displayed on the download window of the user computer when
the plug-in program is present in the user computer according
to the discriminating result in step b).

2 The method as claimed in claim 1, further comprises
the steps of :
d) transmitting and installing the plug-in program in the
user computer when the plug-in program is absent in the user
computer as the discrimination result in the step b); and
e) transmitting the advertisement and downloadable file
to the user computer by the web server so that the
advertisement is displayed on the download window of the user
computer.

3 The method as claimed in claim 1 or 2, wherein the
step c) further comprises the steps of :
c-11) displaying a file download dialog box;
c-12) displaying a save directory dialog box according to
selection of a file save button by the user computer;
c-13) transmitting the advertisement and downloadable
file to the user computer by the web server when the user
selects a file storing directory and selects a save button;
c-14) displaying the transmitted advertisement overlapped
on a displayed download window which indicates a progress state
of the downloading operation of step c); and
c-15) displaying a download completion window according
to whether the downloading operation is completed.

4 The method as claimed in either claim 1 and 2, wherein
the step c) further comprises the steps of :
c-21) displaying a file download dialog box;
c-22) transmitting the advertisement and downloadable
file to the user computer by the web server according to
selection of a file open button by the user computer;
c-23) displaying the transmitted advertisement overlapped
on a displayed download window which indicates a progress state
of the downloading operation of step c); and
c-24) opening and displaying the downloaded file in the
user computer if the download is completed.
S. The method as claimed in claim 1 through 4f wherein
the plug-in program is an active X control.

6 An advertising method using a download window
comprises the steps of :
f) transmitting a web page to a user computer by a web
server in response to a web site access of the user computer
and discriminating whether a plug-in program is present in the
user computer by the web server, the plug-in program displaying
an advertisement received by a web browser of the user computer
on a download window of the web browser;
g) transmitting and installing the plug-in program to the
user computer when the plug-in program is absent in the user
computer as the discrimination result in the step f); and
h) transmitting the advertisement and downloadable file
to the user computer by the web server so that the
advertisement is displayed on the download window of the user
computer if the plug-in program is present in the user computer
as any one of the discrimination results in the step f) and g).

7 The method as claimed in claim 6, wherein the plug-in
program includes at least an executable file and the executable
file displays the advertisement on the download window.

8 An advertising method using a download window
comprises the steps of
i) discriminating whether necessary information is
present in a user computer in response to a web site access of
the user computer, the web site including a file or a program
for downloading and the necessary information like a
transformation image for transforming a download window;
j) transmitting the necessary information from the web
server to the user computer if the necessary information is
absent in the user computer as the discrimination result in the

step i) ; and
k) transforming a shape of the download window using the
necessary information accordingly as the necessary information
is present in the user computer by the step i) or j).

9 The method as claimed in claim B. wherein the step k)
further comprises the step of;
k-1) downloading the downloadable file to the user
computer and displaying a download window which indicates a
progress state of the downloading operation on the transformed
download window after downloading the download window.

10 The method as claimed in claim 8, before the step k)
further comprises the steps of:
1) discriminating whether a plug-in program is present in
the user computer, the plug-in program displaying the
transformation of the download window; and .
m) transmitting the plug-in program from the web-server
to the user computer if the plug-in program is absent in the
user computer as the discrimination result in the step 1).

11 The method as claimed in claim 10, wherein the plugin program is an
' active X control.
12 The method as claimed in claim 10, wherein the step
of transmitting the plug-in program is performed by a request
from the user computer.

Fulltext Availability:
Detailed Description

Detailed Description
... server uses a
CGI(Common Gateway Interface) script or a program. When a tag
is attached to a web page to download as a conventional method,
a user can download a selected program or file without showing
any advertisement. To display the advertisement, however,,
the
web page to download the web server includes an HTML tag
which
requests CGI.

<A
HREF="http://www.server.domain/dir/subdir/file.zip">file.zip
download </A>
Conventionally, a user was able to download "file.zipf

1/7,K/6   (Item 5 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2007 WIPO/Thomson. All rts. reserv.

00530659   **Image available**
ADVERTISEMENTS ON A DATA NETWORK
ANNONCES PUBLICITAIRES DANS UN RESEAU DE DONNEES
Patent Applicant/Assignee:
 TELEFONAKTIEBOLAGET LM ERICSSON (publ),
Inventor(s):
 TURTIAINEN Esa,
Patent and Priority Information (Country, Number, Date):
 Patent:       WO 9962011 A1 19991202
 Application:     WO 99EP3576 19990525  (PCT/WO EP9903576)
 Priority Application: FI 981195 19980528
Designated States:
(Protection type is "patent" unless otherwise stated - for applications
prior to 2004)
 AE AL AM AT AT AU AZ BA BB BG BR BY CA CH CN CU CZ CZ DE DE DK DK
EE EE
 ES FI FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS
 LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SK SL
TJ TM
 TR TT UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ
BY KG KZ
 MD RU TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF
BJ
 CF CG CI CM GA GN GW ML MR NE SN TD TG
Main International Patent Class (v7): G06F-017/60
Publication Language: English
Fulltext Word Count: 3201

English Abstract
 A method of conveying advertisements to a user terminal (1), wherein the
 user terminal (1) is coupled to the Internet (6) via a proxy server (5),
 and at least one content provider server (7) is also coupled to the
 Internet (6). The method comprises sending a Web page from the content
 provider server (7) to the proxy server (5) via the Internet (6), the Web
 page conveying visual information. At the proxy server (5), data
 conveying visual information relating to at least one advertisement is
 incorporated into the Web page, or appending thereto. The modified Web
 page is then sent from the proxy server (5) to the user terminal (1).

French Abstract

L'invention concerne un procede d'acheminement d'annonces publicitaires vers un terminal utilisateur (1), le terminal utilisateur (1) etant couple a l'Internet (6) par un serveur temoin (5), au moins un serveur fournisseur de contenu (7) etant egalement couple a l'Internet (6). Le procede consiste a envoyer une page Web a partir du serveur fournisseur de contenu (7) au serveur temoin (5) via l'Internet (6), la page Web contenant des informations visuelles. Dans le serveur temoin (5), des donnees contenant des informations visuelles relatives a au moins une annonce publicitaire sont entrees dans la page Web ou lui sont attachees. La page Web modifiee est alors envoyee a partir du serveur temoin (5) au terminal utilisateur (1).

Claim
35 provider server comprises at least one tag, which tag is used by the intermediate server to determine the nature of the advertisement to be incorporated into or appended to the file.

6 A method according to claim 5, wherein the tag defines a location in the file or a type of advertisement.

7 A method according to any one of the preceding claims, wherein the data network used to convey said electronic file is the Internet and said electronic file comprises HTML code defining a Web page.

8 A method according to claim 7, and comprising incorporating the advertisement into the Web page by suitably modifying the HTML code.
1 5

9 A method according to claim 7 and comprising incorporating the advertisement into an image, audio, or video format file embedded in the Web page.

10 A method according to claim 9, wherein the advertisement is in the same format as the file into which it is embedded.

11 A method according to any one of claims 7 to 10 when appended to claim 3, wherein the profile for each user is created using the Universal Resource Locator (URL) addresses of Web pages previously requested by the user.

12 Apparatus for conveying advertisements to a user terminal (1), the apparatus comprising a intermediate

server (5) coupling the user terminal (1) to a data
network (6) and arranged in use to receive, via the data
network (6), an electronic file from a content provider
server (7) also coupled to the data network (6), said file
conveying human comprehensible information, the
intermediate server (5) having:
memory means (9) storing electronic data conveying
further human comprehensible information relating to at
least one advertisement;
signal processing means (5) for incorporating into
said electronic file, or appending thereto, said
electronic data; and
transmitting means (5) arranged to send the modified
electronic file from the intermediate server (5) to the
user terminal (1).

13 A computer memory encoded with executable
instructions representing a computer program for causing
an intermediate server to:
receive an electronic file from a content provider
server via a data network to which the intermediate and
content provider servers are coupled, said file conveying
human comprehensible information;
incorporate into said electronic file, or append
thereto, electronic data conveying further human
comprehensible information relating to at least one
advertisement; and
send the modified electronic file to the user
terminal.

Fulltext Availability:
  Detailed Description
  Claims

Detailed Description
... Web pages downloaded to the
  proxy server 5 are accompanied by "tags" which may be
  appended to the HTML file or may be incorporated
  thereinto. These tags identify the location, number, and
  format for advertisements to be inserted into the Web
  page
  by the proxy server 5.

The destination of the Web page, i.e. the end...

Claim

... to claim 7 and comprising
incorporating the advertisement into an image, audio, or
video format file embedded in the Web page.

10 A method according to claim 9, wherein the
advertisement is in the same format as the file into which
it is embedded.

11 A method according to any one of claims 7 to 10 when
appended to claim 3, wherein the profile for each user is
created using the Universal Resource...

?